



WOMEN : OCCUPY THE MEDIA

Empowering the women to increase their political representation
and to combat gender-based violence
in Niger, Mali, Senegal and Côte d'Ivoire

ANNUAL REPORT 2017
MAE Corporate indicators

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Introduction and summary of WOM's contribution to MAE Corporate indicators

This report covers the results obtained by PANOS-West Africa (PIWA) through its implementation of the project "Women: Occupy the Media!" (WOM) between January and December 2017. WOM officially initiated its activities in August 2016. Therefore, 2017 represents its first full year of execution.

Promising results in terms of knowledge, capacity and even behavior of targeted CSOs (including media professionals and institutions) were already observed in each country, thus contributing to MAE output indicator: (1) trained journalists and media practitioners published a series of articles on gender and women's rights in mainstream and on-line newspapers, showing an improved awareness towards women's rights, and a better capacity to tackle women's issues from a gender perspective; (2) trained WCSOs gained a better understanding of how to work with the media, and applied their newly-acquired knowledge to advocacy work on women's rights; (3) bridges were also built between WCSOs and the media, state institutions and opinion leaders allowing for some productive interactions and collaborations.

Their strengthened capacities have contributed to raise awareness on women's rights at the public arena, and with public and private actors. In 2017, WOM established the basis that should lead to tangible results in the year to come within media organizations, public institutions and opinion leaders.

Corporate Output indicator: Number of civil society organizations with stronger capacity to advance women's rights and gender equality

WOM Indicators	Contributing results	Measure / Scoring	Baseline	Data disaggregation						Data Issue (difficulties to find suitable data)	Significance / commentary
				Regional	Cote d'Ivoire	Mali	Niger	Senegal	SDG		
1.1 # and quality of media contents produced by the trained journalists and media professionals that tackle centrally / specifically women's rights issues or women's special concerns using adequate information	<p>Training on gender sensitive journalism of journalists</p> <p>Sensitisation of media editors in chief</p> <p>Mentoring of the journalists</p> <p>Financial assistance to trained journalists to carry out investigative journalism</p> <p>Creation and operation of four national media observatories</p> <p>Media monitoring by national media observatories</p> <p>Organization of public conferences on media and women's rights</p>	32 newspaper articles produced by trained journalists and published by mainstream media	0		5 newspaper articles published by mainstream media (<i>Fraternité matin, La Nouvelle Expression, Poleafrique.info, Fratmat.info, Radio de la paix</i>) on Women Political Participation	7 newspaper and Radio articles / reportages published by mainstream media (<i>Maliweb, Radio Klédu, Les Echos, L'indépendant, Radio Guintan</i>) on Gender-based violence	4 newspaper articles published by mainstream media (<i>Actuniger.com, Le Sahel, La nation, La Griffé</i>) on Gender-based violence	16 newspaper articles published by mainstream media (<i>Le Quotidien, PressAfrik, L'Observateur, L'Enquête, Le Soleil, L'As, Sud Quotidien, Leral.net</i>) on Women Political Participation	5, 10 & 16	None	The quality and quantity of the media contents vary from one country to the other. However, most of the articles were the result of in-depth investigations by the journalists on some key issues concerning women's participation or violence against women. Some of the articles reached a large audience through the main daily (private and public) newspapers of the countries or radio broadcasts. In Senegal, the mentoring mechanism resulted in the increase of media contents on women's political participation, during a key period: the legislative elections campaign (July-August 2017). These media contents constitute the first step to modify the way media currently approach violence against women (as a trivial event) or women (lack of maturity, inferiority of the woman compared to the man, weakness, submission, unintelligence, etc.).
1.2 # of media organizations or entities that have adopted and/or put into place at least one substantive gender modifications to media regulations, practice and policies able to favor women's participation in media and/or media coverage of women's rights	ACTIVITIES WILL BEGIN IN 2018									Activities with media organizations and entities will begin in 2018 with a comparative analysis on media regulations between the four countries.	

<p>1.1.1 # journalists and other media professionals successfully trained on gender sensitive journalism by PANOS and its partners in each country of the intervention</p>	<p>- Journalists Training - Mentorship - Reports from national media observatories</p>	<p>53 trained media professionals (from mainstream media – newspaper, on-line media and radio) with increased capability to act and commit on women's rights; and capability to write articles on women's rights: . 32 journalists . 4 mentors</p>	<p>0</p>		<p>7 Journalists (6 women and 1 man) coming from the key media houses (L'Expression, L'Inter, Fraternité Matin, La Radio de la Paix, Radio Côte d'Ivoire, poleafrique.info, fratmat.info, Eburnie Today)</p> <p>1 Mentor (from <i>Fraternité Matin</i>, the newspapers with the broader audience in the country)</p>	<p>9 Journalists (7 women and 2 men) coming from the most popular media (Les Echos, Radio Klédu, L'Indépendant, Radio Guintan, Kunafoni.com, Maliweb)</p> <p>1 Mentor (<i>Les ECHOS</i>, a newspaper that benefits from a large audience and credibility)</p>	<p>8 Journalists (3 women and 5 men) coming from the key media houses (Le Sahel, La Voix du Sahel, Radio Bonferey, La Nation, Radio Dounia, Nigerinter, Nigeractus, La Griffie)</p> <p>1 Mentor (from <i>Radio/TV DOUNYA</i>, the radio that claims to have the biggest audience in the country)</p>	<p>8 Journalists (3 women and 5 men) coming from the only public newspaper (<i>Le Soleil</i>) and key media houses (<i>Le Quotidien</i>, <i>PressAfrik</i>, <i>L'Observateur</i>, <i>L'Enquête</i>, <i>L'As</i>, <i>Sud Quotidien</i>, <i>Leral.net</i>)</p> <p>1 Mentor (From <i>WALFADJRI</i>, one of the first independent newspapers in Senegal)</p>	<p>5 & 16</p>	<p>None</p>	<p>As the result of the workshops and the mentorship training, the trainees got a wider understanding of the women's rights, and were able to publish meaningful media content on the different issues affecting women's rights. Indeed, the pre-training evaluations clearly revealed that their perception of violence against women was mainly limited to domestic violence. The process also showed that gender stereotypes are as deep and unconscious among the journalists (including the female journalists). The workshops helped them understand the different forms of violence, and the necessity to widen the scope of their coverage. Their understanding of political participation was also mainly limited to women representation in institutions. The workshop allowed them to better comprehend that women's political participation had to be monitored not only during the elections, but on a day-to-day basis. For most of the journalists it was the first time they approached gender sensitive journalism.</p> <p>In addition to the journalists training, 18 editors in chief have been sensitized on gender-sensitive journalism (3 in Cote d'Ivoire, 5 in Mali, 6 in Niger and 4 in Senegal) for them to understand better the issues on which their journalists would be producing and to be able to better accompany them and support the diffusion of the articles.</p> <p>Although some concrete results were obtained, the way the mentorship method was carried out proved to be burdensome, since it required too much assistance from the mentors. The program also faced some challenges in terms of human resources (two of the mentors had to be replaced), due to the lack of local capacity on gender sensitive journalism. In order to sustain and improve the volume and quality of the media contents produced in 2018, it is therefore necessary to review the mentorship method, as well as the selection of mentors and journalists. In addition, proper "investigative journalism" is still an ambitious goal, given the low level of experience of the journalists in Francophone West Africa in general. Building capacities on "investigative journalism" will be a process.</p>
<p>1.2.1. Operational platform on resources regarding gender-sensitive journalism is available to and used by media practitioners</p>	<p>Renewal and update of PIWA's existing platform</p>	<p>1 specific WOM page created in PIWA's resource platform</p>	<p>0</p>	<p>1 specific WOM page created in PIWA's resource platform</p>					<p>5 & 10</p>	<p>The actual use by the journalists targeted by the project of the resources is something difficult</p>	<p>The web page contains all the media contents produced by the trained journalists, and could be viewed by anyone. It also contains other documents related to gender-sensitive journalism produced in the framework of other PIWA's project (on discrimination for example). The content of the platform still needs to be completed and strengthened, and its use to be promoted among journalists so that it</p>

		32 press articles uploaded 2 studies uploaded		32 press articles uploaded 2 studies uploaded						to assess.	could serve as an exchange platform to network between them.
1.3.1. # and profile of media practitioners in each country of the intervention that were sensitized on gender-sensitive journalism (including participation of women in the media, and coverage of women's rights by the media)	Training workshops	18 editors in chief	0		3 chief editors from: L'expression, Radio Côte d'Ivoire, Eburnie Today	5 chief editors from: Radio Klédu, Radio Guintan, Les Echos, Maliweb, and Web Tv Kunafoni.com	6 chief editors from: La Nation, La Voix du Sahel, Bonferey, Le Sahel, Dounia, Nigeractus	4 chief editors	5 & 16	None	The active participation of media editors in the training workshops revealed their interest in improving the coverage on women's rights, and allowed to identify and to find a response to new constraints in covering women's rights issues. Thanks to the sensitization of the editors in chief, the articles produced have been published in their original nature and length in their media houses. At least 8 or the articles produced either made the 1 st page, or made the call to the front of the Newspaper. This demonstrated the support provided by the editors to their journalists, and to women rights in general.
2.1 Increased # of initiatives undertaken by trained women's rights organizations using traditional and citizen media to voice their concerns	Training on social media for WCSOs Financial & technical assistance to WCSOs	4 collaborative blogs created by trained WCSOs 18 radio debates and physical debates organized by trained WCSOs 15 tweeter accounts opened by the trained WCSOs 1 tweet campaign launched by trained WCSOs :	0		1 collaborative blog created by trained WCSOs in Côte d'Ivoire	1 blog in Mali with 7 articles written (74 views)	1 blog in Niger with 8 articles produced (75 views)	1 Collaborative blog created 18 radio debates and debates organized by WCSOs in Senegal on issues such as the vote of young women; the women issues in the candidate programs, the parity in the newly elected parliament. Potential audience of the radio programs = 6 million (67% outside Dakar) 15 tweeter accounts opened.	5 & 10	Tracking social media initiatives by trained WCSOs can be challenging since they do not necessarily report to PIWA their activities on social media	Through the training and the technical assistance, participating WCSOs took conscience of their need for effective communication strategies to amplify their advocacy work. The workshop showed immediate results in terms of WCSOs radio productions and debates, tweeter activities (particularly in Senegal), blog activities (especially in Côte d'Ivoire, Mali and Niger). The training went beyond the only issue of the use of media; their need for coherent advocacy strategies was brought out, in addition to their need to collaborate in order to achieve tangible results. Ensuring a more intense and regular activity of WCSO on social media remains a challenge, and will require of a closer and stronger support, via a more systematic community management. On the other hand, developing the use of traditional media, especially the radio, involve to build a better link between WCSOs and radio

		30 live tweets & 400 retweets						1 tweet campaign launched by trained WCSOs			communities.
2.1.1 # of women's rights organizations that had one or several staff successfully trained to use traditional media and/or new media to voice their recommendations, concerns, and opinions regarding women's rights	<p>Training on social media for WCSOs</p> <p>Financial & technical assistance to WCSOs</p> <p>Use of Social Media by WCSOs</p>	59 CSOs successfully trained with increased to deliver, to adapt and self-renew, and to deliver	0		15 CSOs successfully trained. There were 12 CSOs for Women rights, 1 for youth and 2 on general Human rights. The list of the CSOs are (OFACI, AFJCI, FSI, RIDDEF, ONEF, GFM3, PFG, CEFCI, Femmes en Action, RIJLI, REPSFECOCI, WILDAF / FEDAF, MMF-CI, RAIDH, OIDH)	15 WCSOs successfully trained, among whom 13 are CSOs for women rights, and 2 are generalist Human rights promotion. All trainees were women and came from CAFO, WILDAF/Mali, AJM, APDF, FENAC, OF-Mali «NYEDA KURA», AFLED, AFB, RENADJEF, AEDJ-Mali, Réseau de femmes NYWE, Plateforme des Femmes Leaders du Mali, AFARMU, CCFPP, Réseau des Femmes Elues Locales, PG/DCF	14 members (10 women and 4 men) of 14 WCSOs successfully trained (Alternative Espaces Citoyens (AEC), Association Alhamdoulillah, SWAA-NIGER, GIVE ONE PROJECT, CONGAFEN, AFJN, LUCOFVEM, TIMIDRIA, APAC NIGER, ONG FAD, RJPS, CONIPRAT, SOS FEVVF)	15 members of 15 WCSOs successfully trained (among whom 10 women and 5 men). They came from the following WCSOs (REPSFECO Sénégal, PFPC, FECSDA, FAFS National, COSEF, YAHR, FAFS régionale Dakar, AJS, AFAO Kaolack, AFD Diourbel, WILDAF Sénégal, Réseau Siggil Jigeen, CLVF, AMDL, Réseau Femmes Rurales)	5	Nothing to report	<p>The training showed immediate results in terms of WCSOs radio productions and debates, twitter activities.</p> <p>It also created a dynamic of collaboration between WCSOs. For example, in Côte d'Ivoire and Niger, it federated collaborative strategies for advocacy initiatives: on early marriage prohibition in Niger and in favor of parity in Côte d'Ivoire.</p> <p>In Senegal, through the use of social media, trained WCSOs contributed to the monitoring of women's participation in the legislative elections of July 2017. They also raised awareness of female radio listeners to the participation of women in the vote for legislative elections in radio stations.</p>
2.1.2. # women's rights organizations in each country that	Training on social	45 CSOs used the capacities	0		15 CSOs Federated		15 CSOs strengthened	15 CSOs contributed to the monitoring of	5	The training provided to the	The focus of WOM training strategy with WCSOs has to be slightly modified. The interactions with the selected



<p>have established and implemented an effective communication strategy</p>	<p>media for WCSOs</p> <p>Financial & technical assistance to WCSOs</p>	<p>strengthened during the training sessions to communicate in the traditional and social media</p>			<p>media and CSOs around women's information through the public conferences</p> <p>15 CSOs federated around 1 collaborative blog for women participation.</p>		<p>government initiatives on early marriage in the face of blockages by parliamentarians under the thumb of ultra-conservative lobbies through a public conference</p> <p>15 CSOs federated around 1 collaborative blog on violence against women</p>	<p>women's participation in the legislative elections of July 2017 through the collaborative blog and the live tweet;</p> <p>13 CSOs participated to debates on 8 community radios to sensitise female radio listeners on the participation of women in the vote for legislative elections in radio stations</p>		<p>WCSOs revealed that they did not have communication strategies, nor did they have advocacy ones. This is the main reason that led us to shift the focus of the training from communication strategy to communication tools</p>	<p>WCSOs showed that they do not have a communication strategy because they do not have an advocacy strategy. So, the training then concentrated on tools for communication strategy rather than on communication strategy itself.</p> <p>Ensuring a more intense and regular activity of WCSO on social media remains a challenge, and will require of a closer and stronger support, via a more systematic community management.</p>
<p>2.2. During the duration of the training, number of the media initiatives (including the creation of their own media) and products developed by trained teenage girls for school, local (including the club radio citoyen) and social and traditional media on women's rights, in particular on the political participation of women and gender-based violence</p>	<p>ACTIVITIES WILL BEGIN IN 2018</p>										<p>The activity did not take place because the year has been spent to identify and contract with partners, and prepare the baseline that helps us understand the presence in and interactions of youth with social media, in order to fine-tune the strategy</p>
<p>2.2.1. # (rural and urban) teenage girls' successfully trained to use traditional and/or new media to voice their recommendations, concerns, and opinions regarding women's rights</p>	<p>ACTIVITIES WILL BEGIN IN 2018</p>										<p>The activity did not take place because the year has been spent to identify and contract with partners, and prepare the baseline that helps us understand the presence in and interactions of youth with social media, in order to fine-tune the strategy</p>
<p>2.4. Increased number of media contents (newspaper articles, radio reports, debates and shows, television news content and</p>	<p>Training of journalists</p>	<p>32 Articles / Reportages that either treated concerns of civil</p>	<p>0</p>		<p>2 articles Monitoring youth and women</p>	<p>2 articles denouncing early marriage and</p>	<p>2 articles denouncing domestic</p>	<p>3 Reportages on the promotion of young girls political participation in</p>	<p>5 & 16</p>	<p>It was challenging to track the journalists' consideration of</p>	<p>The project was able to operate a shift in two directions regarding the use of WCSOs' information by journalists: (1) trained WCSOs understood their need to adopt a communication strategy to amplify their concerns about</p>

<p>programmes) that take into account women civil society organizations' initiatives, concerns, views or opinions or use them as sources for their reports.</p>	<p>Training of WCSOs National Observatories meetings Public conferences</p>	<p>society (including youth) and/or referring CSOs as sources of the contents</p>			<p>leadership in political parties 1 article informing on young women political participation at local level 1 article highlighting CSOs mobilisation for women's political participation 1 article Monitoring the implementation of the law on parity</p>	<p>domestic violence 3 reportages about the Monitoring of victims of sexual exploitation and abuse and their legal recourse 2 Articles informing on difficulties of women with regards to heritage and families in-law</p>	<p>violence 1 article Informing about girls' protection Law and its adoption at national level 1 article sensitising on Legal framework gaps that contribute to domestic violence</p>	<p>elections 9 reports providing Information on political participation at local level (local territories issues, local resources management) 5 articles about Monitoring of obstacles to women political participation</p>		<p>CSOs as sources of their productions. But they all addressed WSOs' concerns and views.</p>	<p>women's rights, and not to limit themselves in communicating institutional information; (2) trained journalists used WCSOs as a source of information on women's rights.</p>
<p>3.2. # of encounters that were successfully carried out between women civil society organizations and influential (religious, political, and/or community) opinion leaders on women's rights and freedom of expression</p>	<p>Public Conferences</p>	<p>2 encounters</p>	<p>0</p>				<p>1 encounter that gathered 37 participants coming from Women and Human Rights associations, the media, the State administration and the religious community</p>	<p>1 encounter with 39 participants including 20 women and 19 men representing State institutions (Ministry of Women, Ministry of Justice, and Ministry of Youth), women's rights organizations, including youth and religious leaders</p>	<p>5 & 10</p>	<p>None</p>	<p>The dialogue in Senegal brought together 39 participants, and constituted an opportunity to identify religious barriers to the promotion of women's rights, to raise awareness on women's rights, and to discuss the importance of the interaction between CSOs, media and religious leaders. Joint actions between CSOs, media, and religious leaders were identified to promote women's citizen participation.</p> <p>The added value of WOM was to engage the cooperation of religious leaders on communication issues, and on the role they are playing and could play towards the intolerant leaders.</p> <p>The challenge now resides in translating these recommendations into an action plan to be implemented in 2018.</p>

Outcome indicator: Number of demonstrable contributions to women's rights and gender equality by public and private sector institutions

WOM fully initiated its implementation in August 2016. Some tangible changes can already be underlined, although for most outcomes it is still premature to report on demonstrable contributions.

WOM OC	WOM contribution to MAE outcome indicator	Contributing results	Measure / Scoring	Baseline	Data disaggregation				Data issues	Significance
					Cote d'Ivoire	Mali	Niger	Senegal		
1.1.	32 newspaper articles produced by trained journalists and published by mainstream media	<p>Training on gender sensitive journalism of journalists and chief editors</p> <p>Mentoring of the journalists</p> <p>Financial assistance to trained journalists to carry out investigative journalism</p> <p>Creation and operation of four national media observatories</p> <p>Media monitoring by national media observatories</p> <p>Organization of public conferences on media and women's rights</p>	32 newspaper articles produced by trained journalists and published by mainstream media	0	5 newspaper articles published by mainstream media (<i>Fraternité matin, La Nouvelle Expression, Poleafrique.info, Fratmat.info, Radio de la paix</i>) on Women Political Participation	7 newspaper and Radio articles / reportages published by mainstream media (<i>Maliweb, Radio Klédu, Les Echos, L'indépendant, Radio Guintan</i>) on Gender-based violence	4 newspaper articles published by mainstream media (<i>Actuniger.com, Le Sahel, La nation, La Griffé</i>) on Gender-based violence	16 newspaper articles published by mainstream media (<i>Le Quotidien, PressAfrik, L'Observateur, L'Enquête, Le Soleil, L'As, Sud Quotidien, Leral.net</i>) on Women Political Participation	None	<p>The fact that the trained journalists were able to publish in-depth investigation in mainstream media shows the openness of the media on the subject. The training of the chief editors by PIWA contributed to foster the conditions for it.</p> <p>Some of the articles reached a large audience through the main daily (private and public) newspapers of the countries (such as in <i>Les Echos</i> ou <i>l'Indépendant</i> in Mali, <i>Fraternité Matin</i> and <i>La Nouvelle Expression</i> in Côte d'Ivoire, <i>Le Sahel, La Nation</i> and <i>La Griffé</i> in Niger, <i>L'Observateur, L'As, Sud Quotidien, Le Soleil, L'Enquête</i>, or <i>Le Quotidien</i> in Senegal), web newspapers (such as <i>Maliweb</i> in Mali, <i>PoleAfrique.info, Fratmat.info</i> in Côte d'Ivoire, <i>Actusniger.com</i> in Niger, or <i>PressAfrik</i> et <i>Leral.net</i> in Senegal) or radio broadcasts. Articles published by newspapers have benefited from an audience that exceeds their readership. They were republished by different other local sites, and by international sites (<i>anotao.com, african.info, news.imperial.plus, alvinet.com, afropages.fr, africanewshub.com, niooz.com</i>).</p>

2.3	<p>4 national media watch organisms (<i>Observatoires nationaux Femmes et Médias</i>) created, specifically dedicated to monitor media coverage of women's rights created in each country: 1 in Senegal, 1 in Mali, 1 in Côte d'Ivoire and 1 in Niger. ' </p>	<p>Creation of the national observatories Organization of public conferences</p>	4 national observatories	0	1 national observatory	1 national observatory	1 national observatory	1 national observatory	None	<p>The Observatories fill a gap in the countries and triggered a strong interest among various stakeholders (state institutions, media actors and WCSOs). Their members were carefully selected among WOM's main stakeholders. They proved to be extremely involved and committed to their duties, scrutinizing the media contents produced, criticizing and advising journalists on how to improve their contents. They also made recommendations to increase the scope and the influence of the Observatories in the future.</p> <p>The Observatories contribute to encourage the media to pay more attention to the ethical and gendered-balanced coverage of women's rights. The challenge resides now in maintaining the dynamics of cooperation and interaction of the Observatories. The organization of regular "Public conferences" could contribute to maintain these dynamics.</p>
2.3	<p>4 public conferences </p>	<p>Creation of media observatories Organization of public conferences Training to WCSOs and journalists</p>	4 public conferences	0	1	1	1	1	None	<p>The public conferences organized by PIWA allowed to gather very diverse stakeholders to specifically speak about media coverage of women's rights. These conferences are unique and positively contribute to raise the awareness on women's rights issues in the countries. The challenge resides in concretizing the conclusions into concrete institutional measures within the media institutions but also in public institutions.</p>